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## A STUDY OF THE FACTORS WHICH AFFECTS THE CONSUMER ONLINE SHOPPING BEHAVIOUR IN KOLHAPUR CITY

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**Abstract:-** *Ecommerce is a growing phenomenon in worldwide. It has number of applications and there are different models of ecommerce like B2B, B2C, and C2C etc. Online shopping is a part of ecommerce. Current survey shows that there is a large amount of growth in online shopping. Online shopping is global phenomenon rather than a local. While consumer goes for online shopping it is affected by number of factors. These factors are classified as internal factors and external factors. For the current research study researcher has undertaken personal characteristics as internal factor and external environment, website quality, product quality and logistics services quality as the external factors.*

**Keywords:** - Ecommerce, online shopping, internal factors, external factors, logistics, website quality, model, B2B, B2C, C2Cetc.

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**Introduction:** Ecommerce was first introduced in 1960 with the invention of electronic data interchange on value added network. Ecommerce is buying and selling of goods and services over the internet or it is commercial transactions over the internet. Ecommerce has number of application like mcommerce, electronic fund transfer, etrading, supply chain, electronic marketing, electronic data interchange, online transaction processing, inventory management system, data collection, online shopping etc. With the increasing applications of electronic commerce there are the global changes in consumer behavior & attitude. Online shopping provides a facility to buy goods and services through internet. The some models available for electronic commerce are B2B, B2C, and C2C etc. In this paper researcher focused on the factors which affect consumer behavior in online shopping in B2C model in Kolhapur district. B2C model is also known as business to consumer model. In business

to consumer model individual customer transact with business organization. The number of websites is available for B2C model. The present research article focuses the consumer behavior in the age group between 21 to 35. Online shopping offers many advantages to consumer like large number of variety, convenience, quick access to online shop etc. Because of these advantages large numbers of consumers are attracted towards online shopping. Now a day's many online shops are available like Flip cart, Jabong, Mayntra, Biba etc. In today's scenario social commerce is a emerging phenomena and companies are looking to grab the opportunity with social commerce. Ecommerce facilitates through website of the organization. Website should include the information like description of the company, description and picture of product and services, contact information etc.

Many economists believe that ecommerce brought a revolution of

information age. Ecommerce provides the facility to gather information about product and price. There are many benefits of ecommerce like speed, service quality, worldwide access etc. Through Ecommerce organizations can have a presence in international market; shop is open for 24 hours of days, 7 days of week and 365 days of the year. Customers can get the products in lower cost, less travelling expenses, purchase from home etc.

Ecommerce organizations can be classified into different types as

- a. Pure v Partial Ecommerce
- b. Virtual organizations
- c. Click and mortar organizations
- d. Brick and mortar organizations
- e. Electronic market

The major types of ecommerce are:

- a) Business to Consumer
- b) Business to business
- c) Consumer to consumer
- d) Peer to peer
- e) Mobile Commerce

While we consider the nature of ecommerce, it is multidisciplinary. It includes computer science, marketing, consumer behavior, finance and accounting, economics, MIS, business law, psychology etc. As there is growing trend of ecommerce organization many times organization faces some challenges like:-

1. Customers changing nature
2. Changes in technology
3. Integrating online and offline activities
4. Exploring how to achieve competitive advantage

## 2. Review Of Literature :

Online shopping is a part of Ecommerce. Online shopping utilizes computer technology, networking technology, core banking solution etc.

Misra and Rao (2000) researched that there is a effect of demographic variables on consumer shopping behavior. Li (1999) writes those customers who prefer online shopping considered their convenience and less experienced customers. Shrinavasan, Anderson, Pannavolu (2002) wrote that the success of Ecommerce application is dependent on customer loyalty. Park and Kim (2003) researched that the quality of information affects customer satisfaction. William H. Delone & Ephraim R. McLean in their paper "Measuring ecommerce Success: Applying the Delone and McLean information systems success model" writes that internet technology and internet have a high effect on every business. Companies are investing money to adopt applications of ecommerce but they are facing numerous challenges. So Delone and McLean develop a model to measure the success of Ecommerce. Ting Peng Liange and Efraim Turban in their paper, "Introduction to the special issue social commerce: A research framework for social commerce" published as now a day's many social networking sites are more famous like face book, twitter, LinkedIn etc. These social networking sites open an opportunity to start electronic commerce termed as social commerce. They have developed a framework for social commerce.

Peter Tarasewich, Robert C Nickerson, Merrill Warkentin presented in their paper issues in Ecommerce the different issues of mobile commerce. These issues are like different forms of mobile client devices, control of personalization of information presented on mobile client, design of user

interface, design of applications, acceptance of protocols or systems for mobile client's device communication. Rian van der Merwa and James Bekker, "A framework and methodology for evaluating ecommerce web sites", write as the corporate web sites is an indispensable part of ecommerce venture. If users face the difficulty to access the websites they will find another source. So it is necessary to develop the attractive websites for users.

Christian N. Madu, Assumpta A. Madu, focused in their paper "Dimensions of e quality" the necessary factors of customer satisfaction in virtual operations. Yehoshua Lieberman, Shmuel Staheevsky, "Perceived Risk as Barriers to Internet and Ecommerce usage", focused as risk is an important factor in customer's decision making process. He investigates different factors as barriers to internet uses. By considering these potential obstacles more efficient marketing strategies have been developed by companies. To motivate customers for purchase different marketing strategies should be activated which will minimize the risk perceived in customers mind about internet, Ecommerce and Epayment. Japp Gordijin, J. M. Ackerman's, "Value based requirement engineering: Exploring innovative ecommerce ideas writes as innovative ecommerce ideas are characterized by commercial products. They have proposed e3 – value. Mei Cao, Qingyu Zhang, John Seydel, "B 2 C ecommerce web site quality: an empirical examination", examines the quality of information system success by using different factors like systems

quality, information quality, service quality and attractiveness.

Dan J. Kim, Donald L. Ferrin, H. Raghav Rao, "A trust base consumer decision making model in electronic commerce: The role of trust, perceived risk and their antecedents". Sarv Devaraj, Ming Fan, Rajiv Kohli, "Antecedents of B2C Channel Satisfaction and preference: Validating ecommerce metrics" examined the satisfaction of customers in electronic channel. Alks Raghunath and Murli Dhar Panga in their paper problems and prospects of ecommerce focused some problems of Ecommerce in Indian market. According to them cash on delivery, loyalty of customers as well as trust is the major problems in Indian market.

### 3. Objectives :

1. To study the internal factors which affect consumer's online shopping behavior.
2. To study external factors which affect consumer's online shopping behavior.

### 4. Research Methodology :-

#### a) Data Collection :

For the current research paper both primary and secondary data is collected from different sources.

Primary data:-

Primary data is first hand data which is collected afresh. For this research article primary data is collected from respondents in Kolhapur city by questionnaire method.

Secondary data:

Secondary data is the data which is collected by someone else. For this research paper secondary data is collected through internet, research articles, books etc.

#### b) Sample :

Sample defines selected elements from universe.

Populations:

The elements from Kolhapur city between age group 20 to 35.

c) Sampling technique:

To select a sample from given population stratified sampling technique is used.

While selecting a sample for current research paper population is divided into number of strata. These strata are formed by areas wise. From these strata four strata's are selected for sample selection. So sample

of 100 respondents is selected for current research study.

**5. Data Presentation and Analysis:-**

For the current study data from 100 respondents is collected through questionnaire method.

The internal factors considered for the study are personal characteristics.

External factors considered for the study are external environment, website quality, product characteristics, logistic services quality etc.

**Data Presentation:-**

Sr. No.	Factor	Yes	No
1	Personal characteristics	70	30
2	External environment	60	40
3.	Website quality	87	13
4	Product characteristics	92	8
5.	Logistics services quality	97	3

**6. Interpretation & Conclusion:-**

The result concludes from the above data analysis are:

1. While consumer goes for online shopping, the shopping behavior is affected by 70 % because of personal characteristics.
2. The shopping behavior of consumer is affected by 60 % through external environment.
3. Website quality affects much more; it is by 87 % for online shopping.

4. Product characteristics matters much more while consumer goes for online shopping, it is by 92 %.
5. The logistics services play an important role to deliver the product to the customer. Logistics services quality affects 97 % for online shopping.

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